United Nations ST/SGB/1999/10

Secretariat

30 June 1999

Secretary-General's bulletin

Organization of the Department of Public Information

The Secretary-General, pursuant to Secretary-General's bulletin ST/SGB/1997/5, entitled "Organization of the Secretariat of the United Nations", and for the purpose of establishing the organizational structure of the Department of Public Information,[1] promulgates the following:

Section 1
General provision

The present bulletin shall apply in conjunction with Secretary-General's bulletin ST/SGB/1997/5, entitled "Organization of the Secretariat of the United Nations".

Section 2
Functions and organization

2.1 The Department of Public Information:

(a) Assists the Secretary-General in the discharge of his or her responsibilities under the Charter of the United Nations and the mandates of the General Assembly, the Security Council and other United Nations legislative bodies in raising public awareness of the issues and aims of the United Nations and promoting an informed understanding of its work among all peoples of the world;

(b) Provides a full range of public information services to the global news media, non-governmental organizations, academic institutions, parliamentarians, business and professional organizations and other key redisseminators and directly to the general public, both at Headquarters and through its network of information centres abroad;

(c) Promotes the integration of the United Nations information outreach and support for an internal "culture of communication" through the in-house network of United Nations information focal points and the system-wide Joint United Nations Information Committee;

[1] The Department of Public Information was established by the General Assembly in its resolution 13 (1) of 13 February 1946 in pursuance of the recommendations of the Preparatory Commission of the United Nations. The title "Department" was changed to "Office" in 1958. In 1978, however, the title "Department" was restored.

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and keeps the Secretary-General and other senior officials informed of major news developments of direct relevance to the United Nations;

(d) Establishes and monitors, through the Publications Board, Secretariat-wide policies for the preparation, production, distribution and sale of print and electronic publications; coordinates the implementation of the biennial publications programme of the United Nations; manages the Dag Hammarskjöld Library; and provides comprehensive library services to delegations, members of the Secretariat and independent researchers;

(e) Coordinates and manages the United Nations home page and Web site; chairs the Interdepartmental Working Group on the Internet; and builds and maintains a multilingual, media-friendly United Nations presence on the Internet.

2.2 The Department is divided into organizational units, as described in the present bulletin.

2.3 The Department is headed by the Under-Secretary-General for Communications and Public Information. The Under-Secretary-General and officials in charge of all organizational units, in addition to the specific functions set out in the present bulletin, perform the general functions applicable to their positions, as set out in Secretary-General's bulletin ST/SGB/1997/5.

Section 3
Under-Secretary-General for Communications and Public Information

3.1 The Under-Secretary-General for Communications and Public Information is accountable to the Secretary-General.

3.2 The Under-Secretary-General is responsible for all the activities of the Department, as well as its administration; advises the Secretary-General on matters concerning United Nations communications and public information policies and activities; and takes responsibility for all the activities relating to programme performance and administration of the Department; maintains contacts with permanent and observer missions, the media and non-governmental organizations; works closely with other heads of department in the Secretariat, specialized agencies and programmes to fashion strategies for communicating the work of the United Nations; chairs the United Nations Publications Board and the Headquarters Exhibits Committee; and provides secretariat and other services to the Committee on Information, the Joint United Nations Information Committee and other intergovernmental and inter-agency bodies.

Section 4
Office of the Under-Secretary-General

4.1 The Office of the Under-Secretary-General for Communications and Public Information is comprised of the immediate office of the Under-Secretary-General, the Communications Coordination Service and the Executive Office.

4.2 The immediate Office of the Under-Secretary-General is headed by a Chief who is accountable to the Under-Secretary-General.

4.3 The core functions of the immediate Office are as follows:

(a) Providing support to the Under-Secretary-General in the discharge of his/her responsibilities; monitoring the implementation of the work plan of the Department; and advising the Under-Secretary-General on departmental policies and guidelines and dealing with specific policy and management issues and problems;

(b) Acting as a focal point for information on all aspects of the work of the Department; ensuring effective coordination of the Department's major activities; coordinating interdepartmental activities; overseeing the activities of the various departmental teams or working groups established under the authority of the Under-Secretary-General; and representing or arranging for representation of the Department at appropriate meetings.

4.4 The Communications Coordination Service is headed by a Chief who is accountable to the Under-Secretary-General.

4.5 The core functions of the Service are as follows:

(a) Providing professional and technical support for the Department's Strategic Communications Planning Group; and assisting the Under-Secretary-General in instituting total quality management practices by assessing and evaluating the Department's outputs and the relevance of its activities and programmes;

(b) Monitoring the programme performance of the Department; integrating into the Department's strategic plan new or revised information goals set as a result of changing priorities; and working closely with the Central Evaluation Unit to prepare reports for submission to the Central Monitoring and Inspection Unit of the Office of Internal Oversight Services and to various intergovernmental bodies, as requested;

(c) Coordinating liaison between the Department and the interdepartmental focal points for information activities; and managing and enhancing the United Nations presence on the Internet, including the United Nations Web site in all official languages.

4.6 The Executive Office is headed by an Executive Officer who is accountable to the Under-Secretary-General.

4.7 The core functions of the Office are set out in section 7 of Secretary-General's bulletin ST/SGB/1997/5.

Section 5
Office of the Spokesman for the Secretary-General

5.1 The Office of the Spokesman for the Secretary-General is headed by a Director who is accountable to the Under-Secretary-General and, directly, to the Secretary-General.

5.2 The core functions of the Office are as follows:

(a) Explaining the policies and work of the Organization to the world's media through daily briefings, interviews and background discussion (for this purpose, receiving guidance from the Office of the Secretary-General, as well as information from other offices, funds, programmes and agencies of the United Nations system);

(b) Advising the Secretary-General on relations with the media; scheduling his/her press interviews; travelling with the Secretary-General and speaking to the media on his/her behalf.

Section 6
Information Centres Service

6.1 The Information Centres Service is headed by a Chief who is accountable to the Under-Secretary-General. The Service consists of the Programme Support and Evaluation Section, the Centres Operations Section and United Nations information centres or services.

6.2 The core functions of the Programme Support and Evaluation Section and the Centres Operations Section are as follows:

(a) Providing administrative and programme support to the global network of United Nations information centres, information services and information components of United Nations offices; and monitoring, evaluating and reporting on the programme activities of the information centres on an ongoing basis;

(b) Maintaining liaison with the United Nations Development Group on all matters pertaining to the coordination of United Nations information services at the country level; and disseminating United Nations information materials, electronically and by traditional means, to United Nations information centres and services, field offices of the United Nations Development Programme, peacekeeping operations and special missions.

6.3 The core functions of a United Nations information centre, service or information component of a United Nations office are as follows:

(a) Promoting public understanding and support for the United Nations by disseminating information to and by organizing activities and events in cooperation with local media, non-governmental organizations, educational institutions and other local partners;

(b) Providing Headquarters with feedback of national and regional media coverage of United Nations activities and developments.

Section 7
Public Affairs Division

7.1 The Public Affairs Division is headed by a Director who is accountable to the Under-Secretary-General.

7.2 The Division consists of the Promotion and Planning Service and the Public Liaison Service. Each Service is headed by a Chief who is accountable to the Director.

7.3 The Director also serves as the Secretary of the Committee on Information and the Joint United Nations Information Committee assisted by the Committees' secretariats, located in the Office of the Under-Secretary-General.

7.4 The core functions of the Promotion and Planning Service are as follows:

(a) Publicizing the work of the United Nations by developing and coordinating the implementation of global information campaigns on major thematic issues in the fields of economic and social development, sustainable development, women and human rights; peacekeeping, peacemaking and humanitarian activities; and Palestinian rights and decolonization;

(b) Serving as the departmental focal point for developing and coordinating the implementation of global public information strategies and activities to promote special conferences, United Nations decades, international years and other major events relating to the major thematic areas;

(c) Undertaking proactive media outreach to promote coverage of the major thematic issues of the Organization; and developing mutually beneficial relationships with non-governmental and educational organizations and other elements of civil society specializing in these areas;

(d) Publishing time-bound print information materials designed for use by target audiences, such as press kits, fact sheets, brochures, feature articles and press releases and

adapting them as necessary for use on the United Nations Web site; and publishing *Development Update*, a quarterly publication promoting awareness of development issues;

(e) Monitoring intergovernmental bodies dealing with thematic issues and preparing reports on behalf of the Department for submission to these bodies; and acting as secretariat to the interdepartmental working group on public information in field missions.

7.5 The core functions of the Public Liaison Service are as follows:

(a) Managing guided tours and briefing programmes at Headquarters; operating the United Nations speakers' bureau; providing an information resource for the general public in North America and countries not served by United Nations information centres; and developing educational programmes for educators, students and researchers;

(b) Organizing special events in observance of selected commemorative days and years to highlight priority issues; facilitating the holding of events organized by other departments and agencies; coordinating a calendar of special United Nations system events held at Headquarters; and organizing and running the annual Training Programme for Broadcasters and Journalists from Developing Countries;

(c) Planning, coordinating and producing — in cooperation with other departments, United Nations offices and external partners — exhibits on United Nations priority issues; and providing secretariat services to the United Nations Exhibits Committee;

(d) Organizing public information programmes for international and national non-governmental organizations, including weekly briefings and the annual Department of Public Information/non-governmental organization conference; maintaining the NGO Resource Centre at Headquarters; evaluating non-governmental organizations seeking association with the Department; organizing an annual orientation programme for newly associated representatives; providing accreditation for representatives of non-governmental organizations; and maintaining extensive communication with associated non-governmental organizations.

Section 8
News and Media Division

8.1 The News and Media Division is headed by a Director who is accountable to the Under-Secretary-General.

8.2 The Division consists of the Press Service, the Radio and Television Service and the Media Monitoring and Analysis Section. Each unit is headed by a Chief who is accountable to the Director.

8.3 The core functions of the Press Service are as follows:

(a) Producing press releases on official meetings and other events, backgrounders on important debates and other news bulletins and materials for the media; disseminating statements of the Secretary-General and producing information on his official activities; issuing summaries of the daily briefing notes of the Spokesman for the Secretary-General, as well as notes on press conferences and briefings by delegations and by high-level officials; producing press releases and backgrounders on behalf of the substantive departments of the Secretariat at Headquarters and at United Nations offices overseas, including the specialized agencies; producing the Department's annual compilations of resolutions and decisions adopted by the General Assembly and the Security Council;

(b) Producing the following recurrent publications: *Basic Facts about the United Nations*, *UN In Brief*, *Image and Reality* and articles in the *Focus* series; the General

Assembly press kit; the *Annual Report of the Secretary General on the Work of the Organization* in booklet form; and reprints of the *Charter of the United Nations* and the *Statute of the International Court of Justice*;

(c) Providing accreditation services to journalists covering United Nations activities at Headquarters and at major United Nations conferences abroad.

8.4 The core functions of the Radio and Television Service are as follows:

(a) Producing news, current affairs, in-depth feature and documentary radio programming — in both official and non-official languages — on United Nations issues, conferences and thematic events; producing and distributing live television and photo coverage of events at United Nations Headquarters; creating television products for international distribution, including "United Nations in Action", "World Chronicle", video documentaries, public service announcements, short features and video materials to promote United Nations conferences and events, as well as edited raw material for use by broadcasters; providing photo coverage of United Nations activities in the field, including those involving the Secretary-General;

(b) Engaging in co-productions with both broadcasting organizations and with partners in the United Nations system; providing production staff and facilities to radio and television broadcast journalists covering the United Nations; overseeing activities of contractor-employed broadcast technicians;

(c) Managing the audio, visual and photo libraries; promoting and distributing United Nations film/video, audio and photo products to redisseminators worldwide; and developing and maintaining audio-visual multimedia material on the United Nations home page.

8.5 The Media Monitoring and Analysis Section monitors news agency and press coverage about the United Nations and major international events; and produces three daily news bulletins, clippings of newspaper articles and analysis of press coverage for distribution to senior officials.

Section 9
Library and Information Resources Division

9.1 The Library and Information Resources Division is headed by a Director who is accountable to the Under-Secretary-General. The Director serves as Executive Secretary of the Publications Board and chairs the Working Committee of the Board.

9.2 The Division consists of the Dag Hammarskjöld Library, the Publications Service and the Sales and Marketing Section. The Library is headed by a Head Librarian who is accountable to the Director. The Publications Service and the Sales and Marketing Section are each headed by a Chief who is accountable to the Director.

9.3 The core functions of Dag Hammarskjöld Library are as follows:

(a) Providing comprehensive library services to staff of permanent missions, the Secretariat and other authorized users, including reference, research, loan and documents delivery, as well as selective dissemination of customized electronic information to the desktop; managing the worldwide system of United Nations depository libraries; training Secretariat, mission and depository library staff in the use of electronic and traditional information resources; and maintaining and managing the Library's collections;

(b) Acquiring, indexing, cataloguing and preserving United Nations documents and non-United Nations materials; coordinating an electronic shared indexing network; preparing

indexes to United Nations documents and proceedings; developing and maintaining multilingual Web pages related to the work of the Library on the United Nations Web site; and managing a digitization programme for United Nations documents.

9.4 The core functions of Publications Service are as follows:

(a) Producing the *Yearbook of the United Nations*, the major reference work covering the activities of the United Nations and its common system; the *UN Chronicle*, the official quarterly forum of opinion and debate of the Organization; *Africa Recovery*, a quarterly magazine promoting awareness of the critical economic situation in Africa; and *Development Business*, a twice-monthly publication on international procurement opportunities;

(b) Providing Secretariat departments and United Nations offices with comprehensive graphic design services for print and electronic publications; planning and coordinating internal and external printing services; providing cartographic services to the United Nations and ensuring that United Nations products comply with the Organization's views and policies.

9.5 The Sales and Marketing Section establishes and exploits a market for United Nations publications and related items, and supervises the United Nations Bookshops in New York and Geneva.

Section 10
Final provisions

10.1 The present bulletin shall enter into force on 1 July 1999.

10.2 Secretary-General's bulletin of 14 June 1996, entitled "Functions and organization of the Department of Public Information" (ST/SGB/Organization, Section: DPI/Rev.2), is hereby abolished.

(*Signed*) Kofi A. **Annan**
Secretary-General